

## ORDER



**Orders**  
**Order / Rev:** 202886  
**Alt Order #:** 06848077  
**Product Desc:** 10/16-10/22 American Crossroads  
**Estimate:** 693  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 08/30/12 / 08/30/12  
**Order Type:** REG

**WVBT**  
**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Crossroads Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/American Crossroads  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN16688/TO1709  
**Agency External ID:** IN7573/AU3290/TO1672/AL2022/SP791

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	9	\$3,550.00	\$3,017.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$3,550.00	\$3,017.50	0.00
<b>Totals</b>	<b>9</b>	<b>\$3,550.00</b>	<b>\$3,017.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WVBT	13%	\$3,550.00
Market	100%	\$27,307.69

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	37%	\$10,103.85
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	27%	\$7,373.08
WTVZ	0%	\$0.00
WVEC	23%	\$6,280.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/16/12	10/16/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-T-----	1		\$100.00	0.00							
E 2	WVBT	10/17/12	10/17/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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 Product Desc: 10/16-10/22 American Crossroads  
 Estimate: 693

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1				\$100.00		0.00			
E 3	WVBT	10/18/12	10/18/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---		1				\$100.00		0.00			
E 4	WVBT	10/19/12	10/19/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1				\$100.00		0.00			
E 5	WVBT	10/22/12	10/22/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$100.00		0.00			
E 6	WVBT	10/17/12	10/17/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1				\$1,200.00		0.00			
E 7	WVBT	10/22/12	10/22/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$1,200.00		0.00			
E 8	WVBT	10/17/12	10/17/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	--W----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1				\$500.00		0.00			
E 9	WVBT	10/21/12	10/21/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$150.00		0.00			
													Totals	9	\$3,550.00